



Discover Life. Pure & Simple.

Quarterly Newsletter

MAY, 2022

SPRING HAS ARRIVED IN SOUTHWEST MIDDLESEX!

Spring...a reminder of how beautiful change can be!

Enjoy the beauty in Southwest Middlesex by going for a walk through the arboreta and areas like Skunk's Misery in the southern part of Southwest Middlesex. See the tree buds burst into a beautiful green canopy overhead and find some of the most interesting plants growing on the ground below the leaf cover. Enjoy the sunrise and sunset from anywhere you look.

Take some pictures while on your outdoor adventure and send any that you would like to share in our newsletter or on social media. Also let us know if you have any topics that you would like to see covered in future editions by contacting Sheila by email at smccahon@southwestmiddlesex.ca or by phone at 519-287-2015 x8107.

WHAT THIS ISSUE CONTAINS:

- 2022 Election - Municipal & School Bd
- Aquatic Programming
- Branding & Identity
- Equipment Updates
- Landfill & Transfer Station
- Sidewalk Replacement
- Volunteering News & Opportunities
- And More

Find us on the following social media channels (linked at the top of our webpage):

Facebook - Municipality of Southwest Middlesex

Instagram - @southwestmiddlesex

LinkedIn - Southwest Middlesex Municipality

Twitter - @SouthwestMiddl1

YouTube -

<https://www.youtube.com/channel/UC6oo98BZcAvuVMKLDx88l4A>



2022 Sidewalk Replacement

Southwest Middlesex is replacing sidewalks in the following areas in 2022. The replacements are based on a highest need throughout the municipality.

GLENCOE NORTH

- Appin Rd from Wright Ave to Stella Ave - 160 metres (m)
- Appin Rd from Coad St to Wright Ave - 82 m
- Appin Rd from Randolph St to Coad St - 106 m
- Appin Rd from Elizabeth St to Randolph St - 106 m
- Appin Rd from King St to Elizabeth St - 100 m
- Appin Rd from Victoria St to King St - 100m
- Appin Rd from Main St to Victoria St - 100m
- North St from Currie St to Main St - 152 m
- Currie St from North St to Mill St - 100 m
- Main St from North St to Appin Rd - 46 m
- Victoria St from Appin Rd to Symes St - 172 m
- King St from Appin Rd to Symes St - 170 m
- Elizabeth St from Appin Rd to Symes St - 170 m
- Mill St from Currie St to Main St - 152m
- Walker St from Mill St to Symes St - 102 m
- Symes St from Walker St to Currie St - 150 m
- Symes St from Main St to Victoria St - 102 m
- Symes St from King St to Elizabeth - 104 m
- Main St from Symes St to McKellar St - 100 m
- Victoria St from Symes St to McKellar St - 64.5 m
- King St from Symes St to McKellar St - 103 m
- Elizabeth St from Symes St to McKellar St - 100 m
- McKellar St from Currie St to Lovell St - 150 m
- McKellar St from Lovell St to Main St - 93 m
- McKellar St from Main St to Victoria St - 105m
- McKellar St from Victoria St to King St - 100m
- McKellar St from Elizabeth St to Randolph St - 110 m
- McKellar St from Randolph St to Coad St - 113 m
- Currie St from McKellar St to McRae St - 100m
- Main St from McKellar St to McRae St - 100 m
- Victoria St from McKellar St to McRae St 105
- Elizabeth St from McKellar St to McRae St 100



GLENCOE - SOUTH

- Graham St from Victoria St to King St - 90 metres (m)
- Victoria St from Graham St to South St - 190 m
- Roe St from Main St to Victoria St - 103 m
- Simpson St from Roe St to Water St - 120 m
- Water St from Simpson St to Main St - 230 m
- Wall St from Main St to Victoria St - 103 m
- Deane St from Main St to Victoria St - 103 m
- Victoria St from Ann St to Parkhouse Dr - 160 m
- Parkhouse Dr from Victoria St to Reycraft Ave - 80 m

WARDSVILLE

- Hagerty Rd from Talbot St towards Trillium Dr - 150 metres (m)
- Hagerty Rd from Henrieta St to Talbot St - 82 m
- Hagerty Rd from George St to Ward St - 85 m
- Wellington St from Ward St to Church St - 109 m
- Hagerty Rd from William St to Longwoods Rd - 23 m
- Longwoods Rd from Hagerty Rd towards Archer St - 50 m
- Longwoods Rd near Dornoch St - 13 m
- Hannah St from Hagerty Rd towards Davis St - 56 m
- Hagerty Rd from Hannah St to Amy St - 108 m
- Hagerty Rd from Amy St towards Beattie Ln - 5 m

GLENCOE - SITES

- Cenotaph - Main St and McRae
- Parkette - Main St between Symes St and McKellar St

Southwest Middlesex Branding Announcement

Today we are excited to launch our new logo, as we start to refresh our look in general. Our old logo was pretty great and we know that it is hard to think about change – we know many of you felt the same. And yet, here we are to explain why we decided to evolve.

Firstly, it's not change for the sake of change. That said, change is inevitable, and something to be embraced especially in a time where we are so fortunate to be experiencing so many new things as a community. The branding exercise amplified the fact that we are definitely growing and changing. We are just starting to experience a high level of development and we are attracting new businesses and young families who are looking to build an active life here – a place where families can grow up, children attend school close to home and where everyone makes lifetime friends.

Our previous logo did a great job for the time (adopted decades ago, shortly after amalgamation in 2001) but it is no longer completely representative of who we are growing to be. One of the best reasons to change a logo is when it's not doing the complete job you want it to do—and because we offer so many opportunities in Southwest Middlesex, the more inclusive and distinctive evolution of it does that job better.

Our old logo paid homage to our agricultural roots, and through the collaborative process we discovered just how diverse we really are for a small municipality. The branding team was made up of several members of the community including council, economic development committee members, urban, rural, business owners, professionals, service club members and interested individuals along with a community voting component following the gathering of information about Southwest Middlesex. Much of the focus of discussions, including the voting sessions where feedback was always encouraged, were on our strong natural aspect and a strong desire to develop recreation programs for the community to enjoy. We greatly thank all of the individuals who so passionately took part in the branding exercise – your time and your honesty about Southwest Middlesex made it a truly great experience.



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Inspiration

This abstract and modern identity was created to highlight many of features shared in collaboration. The beautiful sunsets are framed by the shagbark hickory tree and provide a representation of the Carolinian forest. The agricultural lands are denoted by the rich earth at the bottom, from which the crops and plants are sustained and growing.

The inspiration for this modern identity evolved from the beautiful barn quilts, creating a quilted pattern in the logo. With very few identities for municipalities bringing colours together in this manner, the design was meant be youthful, bright, and cheerful to attract the younger target markets desired for the growth of the community, while at the same time capturing its essence.



Southwest Middlesex Branding Announcement Cont'd

We would also like to acknowledge that our former Communities in Bloom committee helped form much of the new logo with representation of our arboreal emblem, hostas, and most importantly, our roots.

The new logo uses a brighter and more inviting color palette that we believe, is more expressive of who we are, but still contains the spirit of the original (find the wheat!). It's an evolution, and one that can scale easily and work better, in many more places.

As you look at the new logo you can see the Shagbark Hickory tree (our arboreal emblem), surrounding the beautiful sunrise/sunset in the clear blue skies, the green represents the hosta count and all new plant growth in Southwest Middlesex, the brown is the rich earth that holds onto our roots and finally the golden wheat is a nod to our previous logo which firmly represented the agricultural community.

The important thing about a brand is that people connect to you. Our brand team, together with our consultant Mad Hatter Technology Inc., worked to create a new and more cohesive visual identity. Today, we are starting with the logo.

We'll not bore you with the design thinking and the meaning of every angle and curve of the new logo—you're busy people, and our main intention for this post was to let you know about the change, so you won't be too surprised when the icons on your phone/laptop/tablet look a little different.

Over the next few months and years, you'll see all the other visuals around Southwest Middlesex aligning around this new direction such as on the website, and in our advertising and communications. Changes to items such as the water tower, trucks and equipment will be made through work plans as budgets permit.

Some of the most important portions of the project will not be as immediately visual as the logo itself.

Included in the cost of the branding project are key brand messages, style manuals and guidelines, core brand templates, recommendations on articulating the brand, strategies to better promote our municipality, marketing & promotional avenues and more. The style manual and guidelines for use and the capability of use will include print and electronic advertising, website design aspects, media placement, public relations, as well as outdoor signage and brand recognition.

It's still us. We're still Southwest Middlesex but more consistent and, we hope, more friendly and instantly recognizable. Enjoy!

FOR ADDITIONAL DETAILS PLEASE WATCH THE MAY 11, 2022 COUNCIL MEETING

<https://www.youtube.com/watch?v=O0KXkkUWSX4>

Folder



Banner Sign



Upcoming



SWM
SOUTHWEST MIDDLESEX

ENJOY CANADA DAY!

Events to enjoy with us on July 1st in Southwest Middlesex include free public swims, free aqua fit sessions, fireworks, free Canada day merchandise, live entertainment and lots of activities throughout the day.

Keep watching for details from the local Lions Club about their roast beef dinner!

Events start at 1pm

Join us - we are Adding More New Programs!

Southwest Middlesex is currently providing a variety of recreation programs. These programs include: chair yoga, all levels yoga, family yoga, aerobics, parent and tot circuit training, and children's programming. Watch for more summer programming which includes pickle ball, tennis, and art programs! Learn more through the course calendar on BookKing at the link <https://app.bookking.ca/southwestmiddlesexpub/>

Facility Bookings



We are very pleased to announce that we offer online booking for programs and facilities through BookKing.

Facility bookings can be completed:



SCAN ME

ONLINE:

<https://app.bookking.ca/southwestmiddlesexpub/>
or scan the QR code

IN PERSON:

Visit the municipal office, Monday to Friday 8:30 am to 4:30 pm.

OVER THE PHONE:

519-287-2015 x.8103

For residents and community groups that schedule annual events, we ask that you check the facility calendar on BookKing to ensure you are booked.

The facility calendar is located on the BookKing website under "view facility events calendar".

Landfill & Transfer Station

Trillium Drive Landfill

At the start of 2022, Southwest Middlesex Council took action to establish a permanent transfer station at the Trillium Landfill site, and opted to close the site for future landfilling due to significant costs associated with continued operations.

Council considered various factors in making their decision, including:

1. Costs:

An important consideration for Council with any decision. Council must decide if the taxpayers can afford the expenditure. The following are the estimated costs as determined by engineering firm for council:

Option 1 – Design Implementation and Operations – \$4.2M – \$5M*
(plus costs related to current environmental site issues, plus *annual operating costs and inflation)

Option 2 – Interim Closure – \$4.2M – \$5M*
(plus costs related to current environmental site issues, plus *annual operating costs and inflation)

Option 3 – Final Closure – \$1.6 – \$2.4 Million to close the site permanently and dependent on the market at the time should be spot on for costs

Council made the decision that, based on the cost, the it would be too drastic of tax increase to keep the site open, and given there are no available funds from senior governments.

2. Ministry Field Alerts:

These sound rather harmless – it just an "alert", right?

Field Alerts are not just warnings, they are documented violations at the site and the paperwork to support potential environmental charges and can lead to an order to close the site.

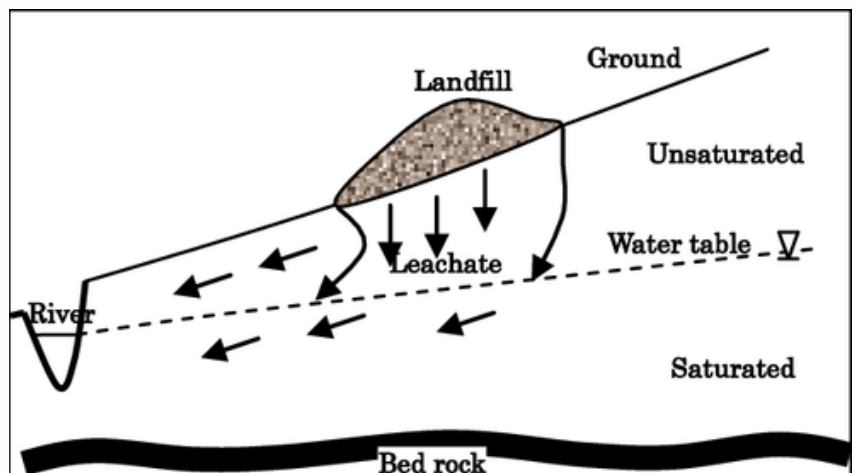
3. Insurance:

In 2016, the Municipality lost its environmental liability insurance related to both landfills after the Municipality's insurer reviewed 2014 Ministry inspection reports and determined that not enough protections were in place and not enough action was being taken to rectify Ministry concerns.

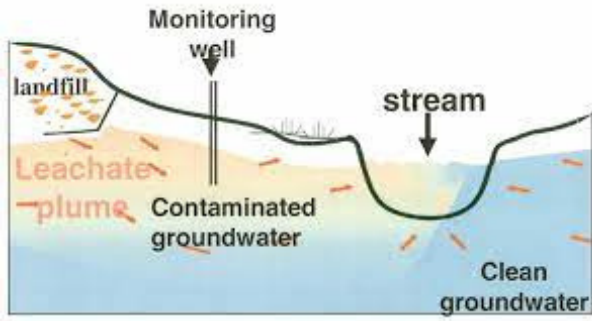
No big deal, right?

This is a very big deal, especially with leachate and the potential effect on lands and well water. Leachate is defined as any contaminated liquid that is generated from water percolating through a solid waste disposal site, accumulating contaminants, and moving into subsurface areas. A second source of leachate arises from the high moisture content of certain disposed wastes.

Diagram of how leachate runoff affects the environment



Landfill & Transfer Station Continued



**Diagram of monitoring wells
to eliminate contamination**

We are installing additional test wells to monitor the ground water, and the cost for the wells plus sampling, testing, lab analysis and data review is approximately \$42, 000. We know that leachate is one of the main pollutants of the ground and water environment, so we need to be sure that levels that are harmful are not discharged to the water or soil, and the way to know that is to take test samples in various locations.

To attempt to re-open the Trillium landfill site as an operational landfill would involve tremendous cost with great potential for unknown costs and major restrictions on operations.

Transfer Site - Trillium Drive Site

Council has been very mindful of the need to make sure that residents can continue to dispose of household waste in a way that is efficient and effective. Council has had many delegations with the Ministry of the Environment over the past 5 years, and through lobbying efforts and demonstrated willingness to work together, the Ministry allowed Southwest Middlesex to temporarily open and operate a transfer station where residents can take wastes that are not collected at the roadside by Waste Management.

The transfer station has received great praise for the simplicity and organization of the site. Waste Management staff have operated the transfer station from the start and have made it easy for citizens to take unwanted items. Their expertise and professionalism have made this a very smooth process which has been accepted by the Ministry. Staff and the Municipality's consultants are working on plans in cooperation with Waste Management and the Ministry to be able to make this a permanent site.

Larger Items Removed

Our contractor, Waste Management, along with other companies will provide roadside pickup of waste items that cannot be picked up with regular household garbage and recyclables if you arrange it with them.

For any larger items that you are not able to transport to the transfer station, Waste Management offers the following options.

Waste Management have dumpster rentals available for anyone taking on a clean-up or renovation project. Dumpsters come in various sizes depending on needs. Please contact Waste Management customer services for additional details at <https://www.wm.com/us/en/home/large-trash-pickup> or call them at 1-800-665-1898

Residents may be able to arrange for the pick-up of large bulky items through Waste Management - please contact Waste Management customer services at <https://www.wm.com/us/en/home/large-trash-pickup> or call them at 1-800-665-1898

There are also several other companies that offer this service as well.

2022 Municipal Election



Are you Interested in Running for Council?

Please visit our website for additional information about becoming a municipal council representative. Nominations will be open for the positions of :

- Mayor - at large (1 elected)
- Deputy Mayor - at large (1 elected)
- Councillor - Ward 1 (2 elected)
- Councillor - Ward 2 (2 elected)
- Councillor - Ward 3 (2 elected)

Election Dates to Keep in Mind:

Nomination Period for Candidates

May 2 to August 18, 2022

Nomination Day

Friday, August 19, 2022 (9 am to 2 pm)

Third Party Advertising Registration Period

May 2 to October 21, 2022

Voter's List Revision Period

September 1 to October 24, 2022

Voting Period

Monday, October 17 to October 24, 2022

Term of New Council

November 15, 2022 to November 14, 2026



Its easy to find and book programs and facilities in Southwest Middlesex!

Fee & Service By-law

Changes have been made to the Southwest Middlesex Fee & Service By-law. The fee and service by-law can be found on our website at <https://www.southwestmiddlesex.ca/government/laws>

Fees have changed in both directions with some being increased and some being decreased. Some of the more commonly known areas of change are to dog tag fees (there are none unless you need a replacement tag!), administration fees for grass cutting/Weed Control Act are increased, planning application fees are affected, water and sewer connection fees and recreation and facility both facility rentals and programs are also affected.

The changes in fees help us to continue to plan and further develop programs and services while providing a livable, safe and healthy community for everyone.



BOOKING LAUNCH

Booking Facilities and Registering for Programming is now available online at the link below.

<https://app.booking.ca/southwestmiddlesexpub/>

BookKing
Empowering Communities

SWM
SOUTHWEST MIDDLESEX

Volunteer News & Opportunities/Program Instructor Opportunities

Southwest Middlesex Recreation

Southwest Middlesex welcomes Denise Corneil, Sean Van Bilsen, Chris Emery, Hillary Morriss & Eleanor Weedmark to the Southwest Middlesex Recreation Committee. We look forward to working through the Recreation Master Plan with all of our new volunteers.

We are looking for program instructors for recreation programs. To learn more please go to <https://www.southwestmiddlesex.ca/join-our-team>.



Canadian Mental Health Association
Thames Valley Addiction & Mental Health Services

VOLUNTEER WITH US!



A message from Lucas Andersen, MSW, RSW, and Manager of Supportive Response Services on behalf of CMHA Thames Valley Addiction and Mental Health Services:

We express our deepest gratitude to our volunteers for the wonderful support they give to the community. Our volunteers have met many challenges with much grace and compassion, while serving their volunteer role remotely from home. We are always amazed by their endless capacity for empathy and their dedication to wholeheartedly serve every caller who engages with our programs.

Get Involved!

Support Line

Phone: 519-601-8055
Toll-free: 1-844-360-8055

The Support Line provides confidential listening and support 24/7 to individuals 16+. If you are anxious, depressed, lonely, or just need to talk to someone, you will find a supportive and caring person at our end of the line.

Friendly Callers

Senior Support Program

Older adults across London, Strathroy, Middlesex and Elgin County are matched with a volunteer who will provide weekly check-ins, supportive listening and assist with access to community and social supports.

Why volunteer?

Our volunteer program is invaluable to our agency and provides the opportunity for members of the community to connect with individuals in need and give back in a meaningful way.



In 2021, more than **27,000 calls** were received by the Support Line.



There was a **43% increase** in calls to the Support Line in 2020-2021, compared to 2019-2020.



In 2020-2021, there were **59,076 calls** received by the Support Line, Reach Out and Friendly Callers combined.



There are over **100 unique individuals** engaging in the Friendly Callers program.

How to volunteer:

Start by completing our Volunteer Application Form! Remember to let us know what position you are interested in. [Click here to start your Form.](#)

Questions? Email volunteers@cmhamiddlesex.ca

Did you Know?

CIP Sign Improvement Grants are available past the deadline for 2022 projects!



Storage Containers

Storage containers are a great way to store items but did you know that they are not permitted in all areas of the municipality? Please ensure that you are permitted to have one in your zone before committing to one as it could end up costing you more than anticipated.

There are ways to temporarily allow them under certain conditions where they are not normally permitted - contact us to find out more!



Message from the O.P.P.

The OPP can be reached anytime, anywhere in the Province of Ontario at 1-888-310-1122. If you wish to remain anonymous you can contact Crime Stoppers at 1-800-222-8477 (TIPS) where you may be eligible for a cash reward of up to \$2000.

Thinking of Volunteering - Fees Eliminated for Police Record Checks for Volunteers

The Ontario government has announced that it is eliminating the cost of police record checks for volunteers of all ages as of April 1, 2022. This includes Criminal Record Checks and Criminal Record and Judicial Matters Checks, which are commonly required by organizations that work with volunteers. Amendments to the Police Record Checks Reform Act, 2015 will remove the fee for up to five copies of these two types of police record checks.

Volunteers contribute to strong and vibrant communities, and the elimination of fees makes it easier for those who want to give back to our communities.

Arena Renovations

The arena is now closed for renovations that began April 1, 2022 and will continue for 22-30 weeks.

The Municipality of Southwest Middlesex was the successful recipient of \$1,984,592.12 for this renovation project. The debenture for this project will span 25 years. The changes to this facility will improve the overall operation of the building plus it will update all major mechanical systems including HVAC, dehumidification, electrical, plumbing, ice mechanical, floor and floor headers and piping. This will extend the useful life of all these systems to 25 years or more. What this means is that these major mechanical systems will not have to be upgraded for a minimum of 25 years. One key aspect of the updates is that this project will also make this facility 100% AODA compliant giving more individuals an opportunity to use our facility in a safe and enjoyable way.

We look forward to this very important project moving forward.

Updated Equipment

Fire Rescue Truck

At the January 26, 2022 meeting, Council approved the Fire Chief to bid on a rescue fire truck through GovDeals.com. Southwest Middlesex was successful in obtaining the truck with an expenditure of \$348,937.50 (USD) plus GST. Council approved \$475,000.00 (CDN) in the 2022 capital budget.

This vehicle will be used as a command unit and technology can be used in a defined space free of negative environmental conditions.

This vehicle is to replace a 2001 Freightliner currently at Glencoe Fire Hall and provides a higher standard of life safety items (air bags, roll-over protection) for the firefighters. It will provide a safer area to work with lighting and the canopy, with an area to rehab and rest firefighters at longer duration emergency calls. This vehicle has additional space to grow for next 20 years. The rescue vehicle will be used as a public education tool to showcase Southwest Middlesex Fire Department at outdoor events. The fire department can use this vehicle as a mobile command for fire, environmental or man-made events as a strategic gathering location for unified command.

Watch for this great new safety vehicle in the community.



10-ft finishing mower, Turf Tires set, Broom and Spray Kit from Trackless

Approved in the 2022 Capital budget was \$30,000 for the purchase of a new lawnmower for the Facilities & Recreation department.

After a review of several options it was determined that utilizing the existing Trackless machine that is operated as part of the winter sidewalk program in Glencoe & Appin was the best way to move forward.

Council has purchased of a 10-foot finishing mower attachment that can be fitted on the Trackless machine and be used in the Facilities & Rec department during the summer months to cut all large park green spaces. Also purchased were Turf Tires for the Trackless machine to assist with traction. Council also purchased a broom sweeping attachment that can be used in the downtown areas.

This purchase will reduce the grass cutting time of large green spaces by 50%, assist in weed removal and sweeping hard surface transitions throughout the Municipality and clear snow on the sidewalks during the winter months.



Thank you

SOUTHWEST MIDDLESEX AQUATICS



Come Join Us This Summer!

For updates, please check the Southwest Middlesex social media pages, BookKing, and the Parks & Recreation page on the Southwest Middlesex website.

POOL LOCATION: 138 NORTH STREET,
GLENCOE, ON MUNICIPAL

OFFICE PHONE: 519-287-2015
WWW.SOUTHWESTMIDDLESEX.CA
APARKER@SOUTHWESTMIDDLESEX.CA

FREE Public Swims

Free Public Swim dates will be announced throughout the summer via social media, BookKing, and the SWM website. There will be FREE swims on the first and last day of the pool as well as Canada Day and Tartan Days.

Swim Lesson Updates

The Red Cross is winding down involvement in all swim and lifeguarding programming.

Therefore, the Municipality has transitioned to the Life Saving Society swim programs.

Opening Date - Pool/Splash Pad

The expected opening date of the pool and splash pad is June 6th, 2022. There will be an aquatics guide released before early registration.

BookKing

For aquatics and recreation programming as well as facility bookings, the municipality is now using BookKing.



Check out the link below or the QR code for our course calendar, facility calendar and to create a profile.

SCAN ME

<https://app.bookking.ca/southwestmiddlesexpub/>

Price

Please refer to the website for information on pricing. A new fee and charges by-law has been approved and prices have been adjusted for the 2022 aquatics season.

Programs Offered

- Swim Lessons (Private, Semi-Private and Group)
- Bronze Star, Medallion & Cross
- Swim Team
- Season Passes, Aqua-fit Monthly Passes, and Family Passes
- Aqua-fit
- Lane Swim
- Public Swim
- Swimming pool rentals

Early Registration

Early registration will be May 24th-27th. Registration will be through BookKing or can be completed at the municipal office from 8:30am-4:30pm Tuesday-Friday.